

To receive a FREE gift from Marlboro please fill out the following information, and mail it in to:

Karl Kooper
Management Science Associates
6565 Penn Avenue
Pittsburgh, PA 15206-4490

(Survey must be filled out and mailed by 7/31/94.)

1. Store Name: _____ 2. Owner or Manager's Name: _____
(First) (Last)
3. Store Address: _____
(City) (State) (Zip Code)
4. Phone Number: (____) _____
5. Where do you buy your cigarettes from? (Circle all that apply)
Circle Type: 1. Wholesaler 2. Cash & Carry 3. Price Club
4. Other (Please specify) _____
- Wholesaler Name: _____ Address: _____
(Street Name) (City) (State) (Zip Code)
- Cash & Carry Name: _____ Address: _____
(Street Name) (City) (State) (Zip Code)
- Price Club Name: _____ Address: _____
(Street Name) (City) (State) (Zip Code)
6. What Marlboro packings do you stock? (Circle all that apply)
1. Reds 2. Lights 3. Medium 4. Menthol
7. Please circle the 3 TOP-SELLING BRANDS of cigarettes in your store:
01. Benson & Hedges 04. KOOL 07. GPC 10. Virginia Slims 13. Other _____
02. Camel 05. Marlboro 08. Newport 11. Winston
03. Doral 06. Basic 09. Salem 12. Private Label
8. How many total cartons of cigarettes do you purchase a WEEK? _____
9. Do you have any cigarettes displayed on your counter?
1. YES — Circle all brands for which you have displays on your counter below
01. Benson & Hedges 04. KOOL 07. GPC 10. Virginia Slims 13. Kent 16. Misty
02. Camel 05. Marlboro 08. Newport 11. Winston 14. Raleigh 17. Private Label
03. Doral 06. Basic 09. Salem 12. Viceroy 15. Monarch 18. Other _____
2. NO
10. Of the materials you have just received from Marlboro, which will be most useful in your store?
(Circle all that apply)
01. Display 02. Static Cling/Door Sign 03. Poster 04. Catalog/Take One Box
11. Do you have any further interest in offers from Marlboro? If yes, circle the language you prefer.
(Circle One)
01. YES 1. English 2. Spanish 3. Chinese 4. Korean 5. Other (Please specify) _____
02. NO
12. How would you like to receive additional promotions in the future? (Circle all that apply) Through:
01. Price Clubs 02. Wholesaler 03. Direct Mail
13. Any additional comments: _____

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